

Message Text

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PAGE 01 DAMASC 02907 101631Z

43

ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 PA-02 PRS-01 /021 W

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P R 101617Z MAY 76

FM AMEMBASSY DAMASCUS

TO USIA WASHDC PRIORITY

USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 7618

UNCLAS DAMASCUS 2907

USIA NALLE FROM AMBASSADOR

E.O. 11652: N/A

TAGS: BEXP, SY

SUBJECT: BUILDING A NATION EXHIBIT - DAMASCUS INTERNATIONAL FAIR

REF: USIA 13293 (NOTAL)

1. HAVE REVIEWED SPACE AVAILABLE WITH DUSEX MC-COWEN. ONE OFFICE CAN BE ELIMINATED, ONE PILLAR CAN BE REMOVED, AND ONE ADDITIONAL WALL CAN BE CONSTRUCTED. THIS SHOULD ADD UP TO ENOUGH SPACE, COUNTING WALL SPACE AND FLOOR SPACE, TO HOUSE AN EFFECTIVE VERSION OF BUILDING A NATION. NEW ARRANGEMENT WILL GIVE AT LEAST ANOTHER 33 SQUARE METERS.

2. DUSEX MCCOWAN HAS BEEN IN TOUCH WITH USDCO BY PHONE WITH SUGGESTIONS FOR ALTERING SPACE ALLOCATION PLAN. SUGGEST USIA/ICS COORDINATE WITH USDCO DESIGNER GORDON THOMAS, TELEPHONE 377-4908 TO DETERMINE EXACT SPACE CONFIGURATION.

3. USIS HAS NO OBJECTION TO ELMINIATION OF ONE OR MORE "STORIES" IN PRESENTATION IF SPACE LIMITATION REQUIRES. PAO'S CONSULTATIONS IN ICS IN MARCH INDICATED THIS WAS POSSIBLE. DURING MY OWN CONSULTATIONS

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PAGE 02 DAMASC 02907 101631Z

WITH USDOC I WAS ASSURED THAT EFFECTIVE INTER-AGENCY

COORDINATION THIS YEAR WOULD EFFECT AN IMPROVEMENT OVER LAST YEAR'S OVERALL PRESENTATION, WHICH WAS EXTRAORDINARILY DREARY, DESPITE THE FINE WESTERN ARTIFACTS EXHIBIT. THIS YEAR'S PAVILION WILL BE CHEEK TO JOWL WITH SPANKING NEW RUSSIAN PAVILION, WHICH SHOULD SERVE AS REMINDER TO US ALL THAT THIS NOT MERELY A COMMERCIAL FAIR. THIS IS UNIQUE MOMENT IN YEAR WHEN SYRIA COMES TO DAMASCUS. NOT ONLY ARE OUR PRODUCTS ON DISPLAY, BUT OUR CULTURE AS WELL. ALL CONCERNED HERE PERSIST IN BELIEF THAT BUILDING A NATION IS ONLY VISUAL PRESENTATION ON HORIZON THAT COULD SERVE AS CENTER PIECE FOR OUR PAVILION IN THIS BICENTENNIAL YEAR.

4. IF SPACE PROPOSAL STILL FAILS TO MEET MINIMUM REQUIREMENT, WE ARE PREPARED TO CUT INTO EXHIBITOR SPACE AS LAST RESORT. BUILDING A NATION MUST BE ACCOMODATED.
MURPHY

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